

MANAGEMENT SERVICES

AMERICAN INSTITUTE OF

CERTIFIED PUBLIC ACCOUNTANTS

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Dear Sir:

If you will put a couple of X's on the above Special Certificate and return it to us, we will send you the current issue of Management Services.

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If you agree that Management Services can substantially help you in your work -- both now and in the future -- you will authorize us to send it to you regularly. Otherwise, we will stop right there and thank you for this chance to demonstrate our point.

We have good reason to believe that you will profit from Management Services. All you need do is consider the remarkable advances that are being made in the development and use of total information systems as a basis for successful business management . . and the key role you are playing (or should be playing) in this development.

It is becoming more and more evident that if you are to continue serving top management as efficiently as possible, you can no longer rely on traditional methods of measuring, analyzing and communicating isolated types of information and come up with the facts, figures and recommendations that will lead to the soundest possible business decisions.

To meet the needs of modern management, today's professional accountant, business executive or management expert must develop a specialized knowledge of business planning, systems and controls . . particularly as these functions are being affected by the astonishing capabilities of the computer.

You must be aware of this growing challenge -- whether you are serving management as an independent advisor or as a member of management's own team. And you will very quickly appreciate how effectively Management Services can help you develop the knowledge and competence to meet it.

You must understand that Management Services is designed for readers like yourself who are generally familiar with the basics of EDP, systems design, and control techniques. (We have tried to be selective in our distribution of this letter so we are confident that you qualify in this respect.)

By way of building on this foundation, Management Services will bring you a selection of articles in specialized areas of business management, systems and procedures . . new and original thinking as well as fully-documented case histories which reflect the practical experiences of outstanding specialists from the fields of public accounting, government, the academic world and industry.

At the same time, because no one can be expert in all aspects of this dynamic field, the magazine will also cover - in a more basic way -

(over, please...)

important subjects in which you may need to expand your knowledge and competence.

You will find examples of this coverage below. But as we said at the beginning of this letter, we neither want nor expect you to order Management Services without first seeing it.

We urge you, therefore, to let us send you the current issue. We will also enter your subscription with the clear understanding that you may cancel if you find the magazine does not fill an important need.

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Please return the Special Certificate soon. It's a simple enough step which is certain to contribute in a major way to your future business and professional success.

Sincerely,



Mitchell Gresser
Circulation Manager

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P.S. The price of Management Services will go up after the first of the year so this is probably the last opportunity you will have to subscribe at current rates . . another excellent reason why you should take advantage of this proposal at once.

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TO COMPUTERS
NEW DEVELOPMENTS IN SOFTWARE AND THEIR
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*These articles which have recently appeared are typical of the
outstanding materials you will profit from in every issue—*

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AUTOMATION IN A SMALL COMPANY
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CUTTING PAYROLL COSTS IN MANUFACTURING STAFFS
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